

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1. (currently amended) ~~Back~~ A back of a watch case comprising:

a cover (4) that defines ~~[[the]]~~ an external surface of the ~~back, characterized by~~ back; and

a false back (11) installed against ~~[[the]]~~ an internal surface of said cover, wherein an identification element (5, 6) is installed between said cover (4) and said false back (11).

2. (currently amended) ~~Back~~ The back of a watch case according to the claim 1, wherein said false back (11) comprises a decoration (10).

3. (currently amended) ~~Back~~ The back of a watch case according to claim 2, wherein said decoration (10) is marked in the thickness of said false back (11).

4. (currently amended) ~~Back~~ The back of a watch case according to claim 1, wherein said false back (11) has an even thickness and wherein said cover (4) comprises means of attachment (40, 42) to the middle (7) of the watch case.

5. (currently amended) ~~Back~~ The back of a watch case according to claim 1, wherein said false back (11) is attached securely against said internal surface of said cover (4).

6-7. (canceled)

8. (currently amended) ~~Back~~ The back of a watch case according to claim 16, wherein said electronic circuit (5) is fixed in ~~said~~ a cavity by way of a double-sided adhesive.

9. (currently amended) ~~Back~~ The back of a watch case according to claim 16, wherein said electronic circuit (5) is coated with resin.

10. (currently amended) ~~Back~~ The back of a watch case according to claim 1, wherein said cover (4) and/or said false back (11) are metal.

11. (canceled)

12. (currently amended) ~~Process~~ A process of production of ~~[[the]]~~ a back of a watch case, comprising the following step:

installation of a false back (11) against ~~[[the]]~~ an internal surface of ~~[[the]]~~ a cover (4) of the back, comprising,

moreover, a prior step of stamping of said false back (11) from a plate (1) of even thickness, and performing a prior step of engraving of a decoration (10) on one surface of said plate.

13-15. (canceled)

16. (currently amended) ~~Back~~ A back of a watch case comprising:

a cover (4) that defines ~~[[the]]~~ an external surface of the ~~back, characterized by~~ back; and

a false back (11) installed against ~~[[the]]~~ an internal surface of said cover, wherein ~~said~~ an identification element comprises an electronic circuit (5) and an antenna (6) installed in a cavity between said cover and said false back.

17. (currently amended) ~~Process of~~ A process for production of ~~[[the]]~~ a back of a watch case, comprising the following step:

installation of a false back (11) against ~~[[the]]~~ an internal surface of ~~[[the]]~~ a cover (4) of the back, comprising, moreover, a step of insertion of an electronic identification element (5) between said cover (4) and said false back (11).

18. (new) The back of a watch case according to claim 1, wherein the identification element comprises an electronic circuit (5).

19. (new) The back of a watch case according to claim 1, wherein the identification element comprises an electronic circuit (5) and an antenna (6).

20. (new) The back of a watch case according to claim 1, wherein the identification element comprises an electronic circuit (5) and an antenna (6), and the antenna (6) comprises a coil of wound copper wire connected by bonding directly to lugs of the electronic circuit (5).

21. (new) The back of a watch case according to claim 1, wherein the cover (4) has a thickness of about 5 to 7 tenths of a millimeter.

22. (new) The back of a watch case according to claim 1, wherein the identification element comprises a circuit (5) coated with resin.

23. (new) The back of a watch case according to claim 1, wherein the identification element is adapted to solely be supplied with energy by induction.